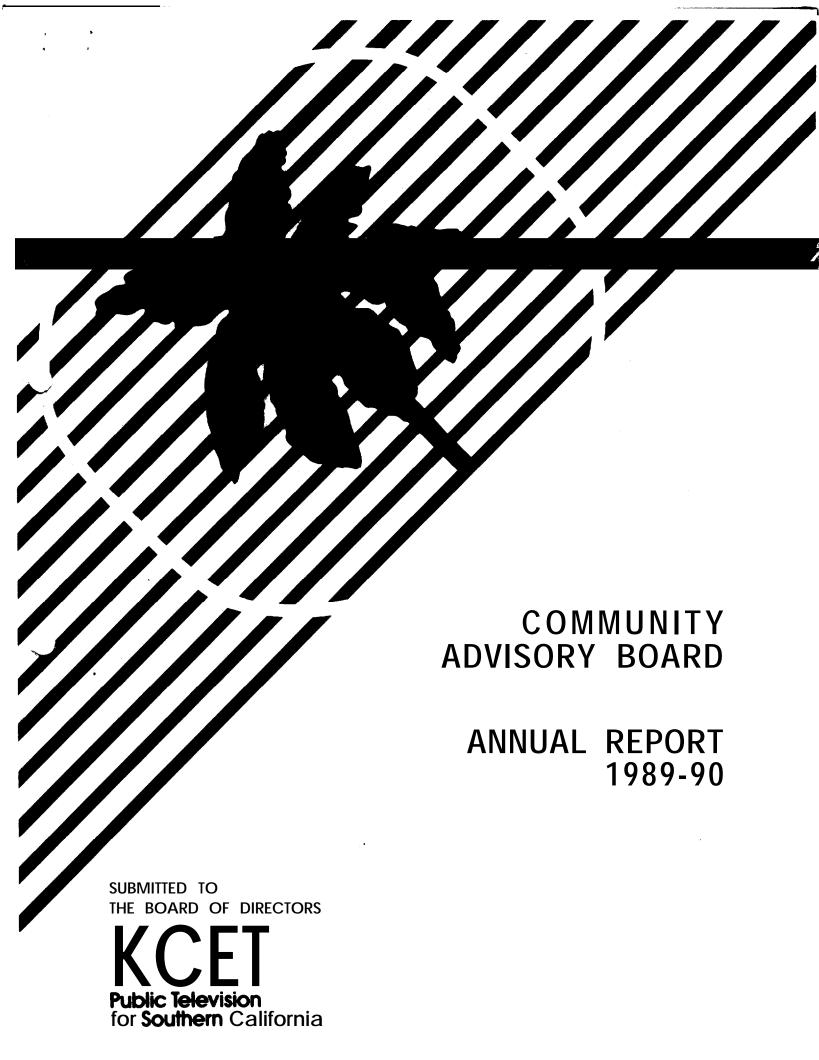
Exhibit 2 of Declaration





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Black History Month
Cultural Diversity Month
Hispanic Heritage Month
Research and Questionnaire Committee
Social Issues
AIDS

The Astronomers National Science Outreach

# **Recommendations by Committee**

Asian Pacific Heritage Black History Hispanic Heritage Research and Questionnaire Social Issues

Roster

The CAB 1989-90



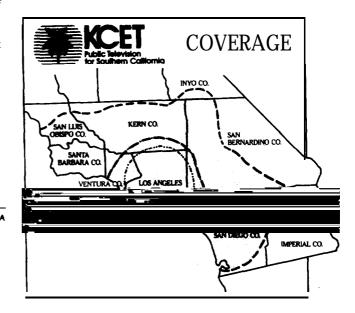
KCET's Community Advisory Board (CAB) is an independent body which reflects the cultural, ethnic, and socioeconomic diversity of Southern California. The CAB is an integral part of KCET -- serving as a liaison to community agencies, constituencies, and individuals.

Invaluable in its assistance to both KCET and the community it serves, the tireless and often unsung efforts of the CAB have directly contributed to KCET's ability to maximize its distinctive programming. CAB activities provide voice and presence to those often under-represented in traditional media in the Southern California community.

The effectiveness of the CAB's contribution to KCET was recently measured in an Independent study conducted by Research Communications Ltd. for the Corporation for Public Broadcasting. Community leaders rated KCET 85% effective in providing information about resources in the community that people can use, compared to 11% for KCBS, 4% for KABC, and 0% for KNBC. in addition, the activities and contributions of KCET's Community Advisory Board were highlighted as a model for the national public broadcasting system.

Community Relations' Outreach Department provides a staff support to the Community Advisory Board. Community outreach campaigns and activities have included educational resource guides, production and airing of informational trailers, hosting community forums, development of partnerships and creation of opportunities for public involvement with issues confronting our community.

Through the generous assistance and support of the CAB, KCET's Community Relations' Outreach Department has been recognized by PBS as a model for other stations nationwide and a bench-mark by which other outreach efforts are measured.



TV HOUSEHOLDS

METRO AREA . . . 3,775,400
DESIGNER MARKET
AREA 4,663,900
ROTAL SURVEY AREA
(TSA) 6,862,800

E—CONSOLIDATED METRO AREA

S—LOCAL DMA

—AREA SERVED BY CABLE

and TRANSLATORS

TOWER LOCATION - MT. WILSON SOURCE - ARBITRON 1988

#### EXECUTIVE SUMMARY OF RECOMMENDATIONS

- Promote greater communication and interaction between the CAB and KCET's subscriber analysis production research activities, publicity, marketing and viewer demographics.
- Continue to support, produce, and expand programs and activities related to Cultural Diversity Month, Hispanic Heritage Month, Black History Month, and Asian Pacific Heritage Week.
- Increase and broaden community outreach efforts both geographically, intergenerationally, and multiculturally on a continuous, year-round basis.
- Work towards early identification of project funders and procurement of **single**-source funding to facilitate project planning.
- Develop new on-air spots highlighting community services and/or activities which foster the self-esteem of children at risk.
- Continue to demonstrate commitment to a KCET multi-cultural staff at all levels, especially at production and management levels.

- Identify community programs and sites which serve children-at-risk and which help them and their families to develop and/or regain their self-esteem.
- Develop, in conjunction with Community Relations Outreach, first-hand information about community services around which KCET activities (e.g. spots, written materials, speaking engagements, etc.) could be created.





### ASIANPACIFIC HERITAGE WEEK

1990 marked the inauguration of Asian Pacific Heritage Week, May 7 - 14. The CAB's Asian Pacific Heritage Week committee and KCET initiated activities that resulted in:

- A special production of **KCET's award**-winning 'By The Year 2000" titled, "Behind the Model Minority."
- A reception hosted at KCET attracting over 200 people and featuring excerpts of the week's special programming, "Asian Moments" spots, and KCET's local production, 'By the Year 2000: Behind the Model Minority."
- Development of an Asian Pacific Advisory Board.
- Development of on-air trailers titled, 'Asian Moments," featuring a cross-section of leaders and representatives from the Asian Pacific community.
- Development of an Asian Pacific Heritage logo for. use on-air and in print materials.
- Weeklong evening programming featuring films and documentaries by Asian-American filmmakers.
- A Resolution from the Los Angeles City Council commending KCET for its meaningful recognition of Asian **Pacific** Heritage Week.

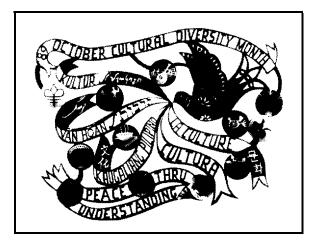
The CAB commends the station's recognition and celebration of Asian Pacific Heritage Week. The sensitivity and cooperation was excellent.

#### BLACK HISTORY

Acknowledging the positive contributions made by African Americans to American culture and history, KCET continued its **long**-running commitment to and support of Black History Month. Highlighted by new programming such as American Playhouse's "Zora Is My Name," 'Eyes on the Prize II," "Martin," and 'The Meeting," KCET has continued its tradition of portraying African Americans in a positive, sensitive, and **historically** inclusive light.

In addition to KCET's Black History Month programming, highlights of Black History Month activities included:

- A kick-off event hosted at Ambassador Auditorium by the Ambassador Foundation, Worldwide Church of God, attended by over 700 guests from the greater Los Angeles community, which featured excerpts from KCET's Black History Month Programming, clips from "Zora is My Name," and a special performance by the Dance Theater of Harlem.
- A reception in the Hall of Administration of Ambassador College following the event.
- Commendations from the cities of Los Angeles and Pasadena to KCET honoring the continuing efforts of the station on behalf of Black History Month.



#### CULTURAL DIVERSITY

Since 1987, KCET has joined with the Los Angeles County Commission on Human Relations in designating the month of October as **Cultural** Diversity Month. The CAB commends KCET for its programs and activities that are designed to foster a greater appreciation for cultural diversity within the community and that build stronger ties between the station and culturally diverse agencies.

Throughout October 1989, KCET, the CAB, KCET's Department of Community Outreach, and the Los Angeles County Commission on Human Relations sponsored activities which included:

- Participation in the John Anson Ford Luncheon where KCET was honored by the Los Angeles County Commission on Human Relations for its work in promoting cultural diversity.
- A Cultural Diversity Month Poster Contest for senior citizens age **55** and over.
- The mailing of over 8,000 contest applications to senior citizen agencies and centers including the American Association of Retired Persons, Oasis Centers, Senior Multi-Purpose Centers, Older Worker Job Desks, Social Security Offices, and Host Agencies for Senior Community Employment Programs,

me winning poster was designed by Olga Ponce Furgenson. The winning finalists were invited to ond recognized at the Los Angeles County Commission on Human Relations annual John Anson Ford luncheon in addition to a press conference kicking off Cultural Diversity Month

#### HISPANIC HERITAGE

Recognizing the unique role of Latino culture in the history and development of Southern California, and acknowledging its reemergence today as a significant political, economic, and cultural force, KCET and the CAB are increasingly involved in programs and activities highlighting Hispanic heritage.

Hispanic Heritage Month, celebrated from mid-Septem-ber to mid-October, featured programs and activities designed to foster a deeper appreciation for diverse **Latino** culture in our community and strengthen the ties between KCET and **its** viewers.

Planned in cooperation with UCLA Extension - Hispanic Outreach Division, highlights of the second annual celebration included:

- A Community Forum held at Lincoln Park showcasing the L.A. History Project production of 'Valor' as a vehicle for a panel discussion among **Latino G.I.s** from W.W. II, Korea, and Vietnam.
- Development and distribution of over 10,000 copies of an Hispanic Heritage Month Activities Calendar highlighting special events, celebrations, and KCET's special programming schedule.
- Production of 30-second spots featuring ten Latlno role models and leaders speaking on their culture and heritage.



#### RESEARCH & QUESTIONNAIRE

During the month of February, a purposive sampling was taken among residents of the African American community in **South-**Central Los Angeles. The survey revealed that

- KCET was viewed on an average of three times per week;
- · 'Eyes on the Prize' was identified as the program most watched and enjoyed;
- KCET was identified as definitely reflecting African American culture and tastes during this period.
- Respondents perceived KCET as: a) instructional, b) entertaining, c) inspirational and 'family oriented.'

However, In a review of past research done by KCET to determine weekly ratings, subscriber analysis, and viewer demographics if was noted that:

- Minority communities and other special interest groups reflective of the CAB were not lncluded in the studies.
- The demographics also excluded male teens -- a population that today warrants special scrutiny;
- There is no information about the ethnic make-up of **KCET's** audience either by viewer demographics, zip code locations, or ratings analyses; and
- Because of the dramatic increases in minority populations in Los Angeles County, the oversight seems even more glaring.

The CAB has identified a number of community concerns which deserve to be addressed by KCET in its future programming and outreach activities. Focusing on "Children-At-Risk," programming and outreach needs in the community to which KCET might appropriately respond are:

- Domestic Violence
- Disabled
- Education
- Gangs
- Gay/Lesbian Youth
- Homeless
- Housing
- Human Rights
- Literacy
- Refugees/Acculturation
- Refugees/Genocide
- Tenant/Landlord
- Youth Activities

Few topics have generated the amount of interest, fear, rage, misunderstanding, or disinformation as the subject of Acquired Immune .Deficiency Syndrome or AIDS. Americans, once ignorant and insensitive to the threat of AIDS, are now, slowly, becoming painfully aware of the fact of AIDS.

In order to foster greater awareness of AIDS in the community, sensitivity towards its victims, and to promote stronger ties between the station and AIDS agencies. CAB commends KCET for its commitment to a campaign of AIDS Awareness including:

- Active participation on the American Cancer Society Aids Task Force, The AIDS Entertainment Coalition, Tuesday's Child, and Center for Population Options Advisory Board, as well as ongoing representation of KCET at AIDS fundraisers and events;
- Sponsoring the development of an AIDS Prevention Video Contest for 1400 schools in Southern California;
- Distribution of the production, 'KCET Journal: Living the Last Days' as well as development of related AIDS outreach;
- Development of on-air trailers for AIDS related programming;
- Development of a spot for pediatric AIDS; and
- Recruitment of a representative from within the AIDS community to serve on the CAB.



#### THE ASTRONOMERS OUTREACH

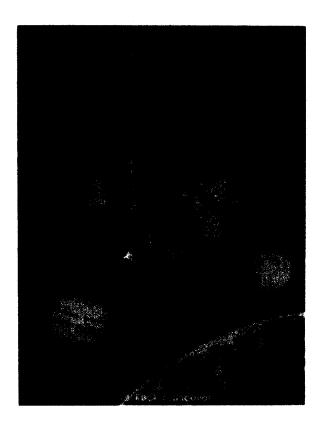
In 1991, KCET will proudly premiere "The Astronomers." Produced by KCET for PBS, the series will introduce the scientists and technologies which are revolutionizing our current knowledge of the universe.

CAB commends Community Relation Outreach staff for its dedication and professionalism in making the Astronomers' Outreach campaign a reality.

Utilizing the input and expertise of the CAB, KCET formed the Astronomers National Science Outreach Advisory Board and distributed 94,000 applications for a nationwide science video contest. An astronomy outreach poster is currently in production for distribution to 25,000 schools in addition to a curriculum guide to accompany the series and a science career opportunities brochure.

Because the goal of scientific literacy is important for all students, "The Astronomers" series will be supplemented by a National Science Outreach Program, providing coordinated activities and materials designed specifically to:

- Create a positive image of science and scientists;
- Foster a deeper awareness of the importance of science and its positive influence on our daily lives;
- Facilitate educational activities which aid in scientific literacy;
- Highlight the scientific contributions of women, minorities, and the disabled; and
- Empower students, especially women and minorities, to pursue careers in science by demonstrating a diversity of career opportunities and providing guidelines for a solid academic approach.





#### **ASIAN PACIFIC HERITAGE**

Work more closely with **KCET's** publicity staff assisting the station in getting the best placement in Asian Pacific newspapers, more major feature articles, etc.

The **subcommitte** will be discussing and developing additional recommendations in consideration of recent legislation declaring Asian Pacific Heritage Month

#### **BLACK HISTORY**

- Hire more African Americans at the decision making level.
- Identify the funder for Black History Month activities as early as possible, so that the funder can participate in specific aspects of planning and implementation,
- Continue the positive working relationship with all Community Advisory Board members.
- Continue to offer programs on African American culture beyond the celebration of Black History Month.
- Continue the outstanding programs aired during Black History Month.
- Continue to broaden the community outreach to the African American community on a continuous basis.
- Feature spots throughout the year by using identifiable African Americans.
- Develop projects in conjunction with the African American community
- Black History program celebrations should include intergenerational groups (various ages).

#### HISPANIC HERITAGE

- Continue the Hispanic Heritage Month Calendar as a bilingual publication.
- Continue participation in the annual 16th of September Mexican Independence Day Parade.
- Continue developing additional spots utilizing younger role models.
- Develop and feature a major new production, by and for Hispanics, for showcasing in 1991/92 with a reception.

#### **RESEARCH 81 QUESTIONNAIRE**

- KCET secure funding for the development of a community survey to study the leadership and grassroots perceptions of KCET.
- The RAQ committee develop a model to conduct small focus group studies with key community people to get more specific feedback that would be of value for outreach.
- Have marketing and research routinely provide the CAB with orientation of the surveys being done by KCET.

#### **SOCIAL ISSUES**

- KCET needs to produce and air spots highlighting community services and activities which foster the self-esteem of children at risk.
- Community Relations develop written material to increase community awareness of specific issues through information regarding available community resources, (e.g. 'I Want To Be A Good Parent')
- The Social Issues committee members be involved with the process of campaign organization and development.



The CA0 1989-90

Miya Iwataki — Chairperson Robin Young — Vice Chair Barbara Bosustow Fred Carroll Jose Castro

Joy Childs

Henry Corrales

Sallie Cuaresma

Dr. Eva Grant

Rodney Hoff man

Wllbert Jordan

Kirk Douglas Kilgour

Agnes Matica

Sara Valdez Macpherson

Denise McPeak

Olivia Mitchell

Esther Niell

Kay Kozuye Ochi

Kathy Pezdek

Ramon Salcido

**Harut** Sassounian

Anthony Berry-Smith

William Lew Tan

Norma Vescovo



#### CAB RETREAT / PRIORITY ISSUES

# Alphabetical Listing of Priorities:

NOTE: If more than one person listed the priority issue, it is indicated by () of how many additional times it was listed.

Acquisition of Knowledge and Skills
Adult/Youth Literacy
AIDS Related Services (2)
Amnesty
Art and Humanities Development
Artistic and Cultural Opportunities
Asian Pacific Islander and Ethnic issues of economic
social and political improvement and representation (2)
Child Abuse Prevention (2)
Child Day Care
Citizen Participation in Public Issues (2)
Cultural & Spiritual Enlightenment (3)
(including gay/lesbian issues)
Defense/ Aerospece industry Layoffs' Impact on So.Cal.
Subset of Labor Market Dynamics in So. Calif.
Community Health Maintenance Service

Soul Laces in opportunity rounds on Sovironmental Quality (2) Family Preservation and Strengthening Service (2) You Clothing & Housing & Transportation Assistance Health Care Access by the underserved Hoselbound Employment Hoselbeaness Insignation and Cultural Transition Assistance (4) Insurance

Mental Health Treatment
Multi-Interest Community Relations
Neighborhood Organisation for Self-Determination

- and improvement.
Optimal Health
Optimal Individual and Collective Safety
Optimal Provision of Basic Material Needs
Parenting/Single Parent FLE and Development (3)
Preschool Education
Promotion Intercultural Understand. - Int'l Relations (3)
Promotion and Support of Humanities and Humanistic
Endeavors

# Partial List of Communications from/to Perkins/Horowitz/COMINT

	<u>1987</u>
6/4 6/9 6/15 6/18 6/24	Perkins to Ukropina (CTSC Director) Ukropina to Perkins Perkins to Ukropina Ukropina to Perkins Perkins to Ukropina
	<u>1989</u>
3/13 3/20 5/8 5/17 5/18 5/22 5/31 6/27 7/17 8/11 8/22 9/12 10/16 10/24 11/3 11/16 11/17 11/16 11/17 11/21 12/14 12/20 12/27	Perkins to Ukropina Ukropina to Perkins Perkins to William French Smith meeting - Ukropina and Perkins Ukropina to Perkins Perkins to Whaley (CTSC Director) Whaley to Perkins Perkins to Whaley Perkins to Whaley Perkins to Whaley meeting - Whaley and Perkins Perkins 'to Whaley Perkins to Whaley meeting - Kulczycki and Horowitz Ausman to Perkins Kobin to Perkins meeting - Kobin and Horowitz Perkins to Ausman Perkins to Johnson (CTSC Director) meeting - Ausman and Perkins Perkins to Ausman Perkins to Ausman Perkins to Ausman Perkins to Ausman
	<u>1990</u>
1/30 2/5 2/13 3/15 3/23 4/2 4/3 4/5 4/6 4/23 5/16 5/17 5/18 6/8 6/11	Perkins to Ausman Ausman to Perkins Perkins to Ausman Perkins to Ausman Perkins to Kobin Perkins to Ukropina meeting - Kobin, Kulczycki, Perkins and Horowitz Kobin to Perkins Ukropina to Perkins Perkins to Kobin meeting - Farman and Perkins Perkins to Farman (CTSC Director) Kobin to Perkins Perkins to Schroeder (CTSC General Counsel) Perkins to Ausman

6/22 7/11 7/12	Perkins to	o Takeuchi o Andrea V o Iwataki	an de K	•	Advisory
7/13 7/17 7/18 8/3 8/12 8/20 8/24					

Attachment B

# Committee on Media Integrity (COMINT)

To Promote **Balance** in Government Funded Media

**David Horowitz** 

Chairman

Peter Collier Co-Chainnan

Richard Perkins Secretary

Advisory Board

William B. Allen

former Chairman, U.S. Civil Rights Commission

F 'I Brookhiser

former \_\_cctur, Corporation for Public Broadcasting

Mary Louise Frawley

State Advisory Board on Alcohol Related Problems

K. E. Grubbs Jr.

Editorial and Commentary
Director, Orange County Register

Bill Leonard

State Senator

Dennis Frager

KARC Commentator

(copy)

2215 Fern Dell Place Los Angeles, CA 90068

September 3, 1990

Station Manager and Program Director RCET

Los Angeles, California

Dear Steve,

Facilitate the full development of telecommunications in vhich programs of high quality, diversity, creativity, excellence, and innovation, which are obtained from diversesources will be made available to public telecommunications entities with strict adherence to objectivity and balance in all programs or series of programs of a controversial nature.

Beyond this, it seems self-evident that a public institution like KCET, ought to strive to reflrot — or 6t least to respect — the broad spectrum of values and perspectives held by the community that supports it. Unfortunately, in our view, in major aspects of its programming (particularly KCET produced and PBS distributed programs, public affairs documentaries and mini-series), KCET often falls far short of fulfilling thir responsibility and is in danger of becoming the voice of one partisan rub-group of that community instead.

Thus in December 1989, sizmonths rfter the "Goddess of Democracy" had made her appearance in Tienamen

letter to Stephen Kulctycki

Page 2

Aspecial on America's foreign policy in the cold war celled IMPERIAL MASQUERADE which interpreted that history not as • battle between the Soviet empire and the forces of democracyled by the United States, but as a • tru&gle of the "neo-colouire" of the third world to free themselves from the imperialist clutchee of the United States. Although most Americans and most of the inhabitants of the former Sowies

# letter to Stephen Kulczycki

Page 3

aggression. There will be no films about the POW-MIAS • d their families, subjected to years of torment by • sadistic regime, nor about the Vietnamese Gulag or Hanoi's puppet rulers in occupied Cambodia. (These would be too controversial.)

Is KCET planning to look at the environment? A major series

letter to Stephen Kulcsycki

Page 4

who are presently grossly under-represented in KCET programming.

- 6. Hire a self-identified Republican or conservative in an executive programming position to balance the present staff.
- 7. Create an advisory group of conservatives who will function as outside consultants in the planning  $\bullet$   $\bullet \circlearrowleft \% \bullet$  of future ECET programs and productions until balance is established.
- 8. Make immediate arrangements to air FIRE FROM THE SUN.

We feel that there measures will not only improve KCET's programing, but also improve KCET's standing with the general public, on whose support KCKT depends.

Sincerely,

David Horowit z Chairman

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Attachment C

Journal of the Committee on Media Integrity

Volume I, Issue 1 Winter, 1991

# Missing Balance in PBS History

This has been a remarkable year in the annals of human freedom. During its twelve-month span nearly 200 million people have shaken off the chains of totalitarianism in Eastern Europe and groped their way towards the kind of multi-party democracy and civil liberty which is the birthright of citizens of the West This triumph did not come easily. It was the Testing of a 45 year effort by the democratic nations of the Western alliance to halt the expansion

of the totalitarian empire until Soviet power began to crack under the strain and was forced into its historic retreat. How has Public Television rovided historical perspective on specific of human perseverance in the defense of liberty over this last half century?

In December 1989, six months after the "Goddess of Democracy" appeared in Tienanmen Square, and during the very week the East Ger-

mans were pulling down the Berlin Wall and ushering in Communism's end, PBS stations were airing a "special" on American foreign policy in the cold war. Written and produced by Lewis Lapham, this special was not called "Triumph of Freedom," nor did it celebrate America's leadership in a struggle that had liberated two continents from a nightmare of oppression and released the world from the threat of nuclear conflagration. Instead, PBS's offering was

**"Imperial** Masquerade\* and portrayed **Amer**ma — not the Soviet Union — as the **expansionist empire**, a **militaristic** predator prowling the Third World **from** Guatemala to Vietnam in search of nations to plunder and peoples **to** exploit.

Unfortunately, this performance was typical of recent PBS overviews of American policy in the cold war period. Previous PBS series The Secret Government and Secret Intelligence had earlier portrayed America's **first** line of defense — its military and intelligence organizations — as the first threats to itr own democracy (and to the liberty of others). The CIA coup in Guatemala in 1954 — a minor incident of cold war history but a paradigm case in Marxist views of that history - was a featured episode of all three of these films (United Fruit capitalists employ US security agencies and exploit anti-Communist paranoias to **restore** Third World plantations to corporate control). Not surprisingly, the favorite oncamera authority for "Imperial Masquerade" (and also one of Bill Moyers' select group of 20th century "thinkers") is Professor Noam Chomsky. This guru

of the radical fringe, noted for his defense of the PLO, the FMLN, Colonel Qadaffi and other "victims" of US "aggression," has compared life in America during the Reagan years to Germany under Hitler (in his recent book about America's political culture titled *The* Culture of Terrorism).

A critical view from the **left** — even **an extremist** view like **Chomsky's** — **is** certainly not out of place on public television, but what is the rationale for this

relentless rehearsal of leftist themes with no balance from the mainstream, let alone from the political right?

Ronald Reagan, far example, one of the most popular presidents in American history has not fared much better at the hands of PBS current affairs programmers than he has at the hands of cranks like Chomsky. In its first look at Reagan since his retirement, PBS's Frontline series

chose not to assess what to others might seem the remarkable results of Reagan's cold war policies—the zero-zero option which was called bellicose at the time, but which resulted in the moat comprehensive nuclear arm8 agreement in history, or the combination of military buildup and diplomatic initiative which led to the end of the cold war. Instead it chose to accuse him of "High Crimes and Misdemeanors"—the title of what was in fact an editorial polemic on Iran-Contra which attempted to convict Reagan of treason to the Constitution because of his support for the guerrillas fighting the Sandinista tyranny.

Criticism of the **Reagan** Administration's **han**dling of the **Iran-Contra events** would be fair enough (albeit tediously familiar for public **television** viewers). But the perspective **of the** *Frontline* "documentary" was skewed so far to the political left as **to** 

continued on page 4

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•	•□+•  Africa •□•  The inside Story
•	COMINT: Who We Are
•	Talking Heads,
•	Membership Information
•	Our Quarrel with KCET ,
•	PBS Chills Global Warming8

# Our "Defining Moment": SOUTH AFRICA NOW

The public image of the Committee on Media Integrity has been inextricably linked with the storm **that erupted** over the one week termination, **this** fall, of the weekly series "South Africa Now" by

public television stations KCET-Los Angeles and WGBH-Boston. The story was the focus of editorials and articles in a dozen newspapers across the



**country**, yet its real implications were never discussed.

## Taking it from the top

In his decision to terminate the show, KCET station manager Stephen Kulczycki pointed to the fact that "South Africa Now" was an "advocacy program\* slanted in favor of the African National Congress. Kulczycki said that such a program had been acceptable when "the only issue was spartheid," but after the release of Mandela, the issues in South

In a humiliating but futile effort to save face, KCET's Kulczycki told reporters that he... was "delighted" to see that it was no longer biased.

**Africa** had "become more complicated and the producers don't **seem** to want to **present** a broad **spectrum** of views."

The decisions by KCET and WGBH, two of the most powerful stations in the Public Broadcasting Service, were immediately the target of a political pressure campaign from the **Left**, which included threats by LA City Councilman **Robert** Farrell to withhold city funding, public protests by the KCET "Community Advisory Board" and an organization called "Friends of the ANC," outraged column8 by Pulitzer prize winning journalist9 Howard Rosenberg of the LA **Times** and Clarence Page of **The** Chicago Tribune, and an editorial protest from the Boston Globe. In less than a week, the managements of both stations capitulated. In a humiliating but futile effort to save face, KCET's Kulczycki told reporters that he had **screened** the upcoming **seg**ment of the program and was "delighted" to see that it was no longer biased. "We still have concerns, but baaed on what we have **seen** today, it appears **that** the producers **are** making a good-faith effort **to** address our needs," Kulczycki said. The producers of 'South Africa Now," well-known veterans of the radical left, promptly told the press that they had changed nothing. The screened segment had already

been produced, they said, when the KCET decision was announced.

# The Untold Story

In all the media coverage that this incident generated, including stories and/or editorials in The New York Times, The Boston Globe, The New England Patriot, TV Guide, Variety, The Village Voice, and The New York Post, not a single word was devoted to the specter of political interference in the programming decisions of public television stations. Imagine the response if the pressure campaign had come from Jesse Helms and the political right instead! How was such a story overlooked?

One explanation was the perceived role of the Committee on Media Integrity in precipitating the chain of events. The decision to drop 'South Africa Now" was in fact universally attributed in media accounts to a "pressure campaign" that had been mounted against the show by COMINT. As a result, the leftist strong-arming of KCET and WGBH was perceived as a response to a prior "political" attack on the programming authority of the stations in question. As "Friends of the ANC" President Michael Zinzun, who had organized protests to overturn the decision put it: "I think [the reversal] really shows that any time the community begins to mobilize in its own defense, there are no obstacles we can't overcome."

#### What are the Facts?

The Committee on Media Integrity mounted no public "pressure campaign" against "South Africa Now". Instead, **COMINT** had entered into a private dialogue with **station** manager Stephen **Kulczycki** about **problems** in programming diversity and **fair**ness that COMINT felt should be addressed by KCET management. **In** the **course** of this dialogue, a conversation was held in which the, subject of "South Africa Now" came up. This conversation 'took place approximately one year before Kulczycki's decision was made. During the conversation, COMINT asked Kulczycki whether he wasn't "embarrassed" to run such an amateurish exercise in Marxist propaganda at this late date in time. Kulczycki admitted that the show was of poor quality and politically biased, but he countered that the South African government had banned the **legitimate press** and that he considered it an important service to be running an anti-apartheid show, even if the show was flawed, COMINT expressed doubt that misinformation was ever a service, but took Kulczycki at his word.

COMINT had one other conversation with Kulczycki, shortly after the South African Government freed Nelson Mandela and unbanned the pocontinued on page 6